

Registration number 05734021

Midland Marketing Company (UK) Limited

Unaudited Abbreviated Accounts

for the Year Ended 31 July 2011



Linton Park Administrative Services Limited T/A AIMS
4 Hewston Croft
Cannock
Staffordshire
WS12 1PB

Midland Marketing Company (UK) Limited
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The following reproduces the text of the accountants' report in respect of the company's annual financial statements, from which the abbreviated accounts (set out on pages 2 to 6) have been prepared

**Accountants' Report to the Board of Directors on the Preparation of the Unaudited
Statutory Accounts of
Midland Marketing Company (UK) Limited
for the Year Ended 31 July 2011**

In order to assist you to fulfil your duties under the Companies Act 2006, we have prepared for your approval the accounts of Midland Marketing Company (UK) Limited for the year ended 31 July 2011 set out on pages from the company's accounting records and from information and explanations you have given us

This report is made solely to the Board of Directors of Midland Marketing Company (UK) Limited, as a body, in accordance with the terms of our engagement letter dated 9 August 2007. Our work has been undertaken solely to prepare for your approval the accounts of Midland Marketing Company (UK) Limited and state those matters that we have agreed to state to them, as a body, in this report in accordance with AAF 2/10 as detailed at icaew.com/compilation. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than Midland Marketing Company (UK) Limited and its Board of Directors as a body for our work or for this report.

It is your duty to ensure that Midland Marketing Company (UK) Limited has kept adequate accounting records and to prepare statutory accounts that give a true and fair view of the assets, liabilities, financial position and profit of Midland Marketing Company (UK) Limited. You consider that Midland Marketing Company (UK) Limited is exempt from the statutory audit requirement for the year.

We have not been instructed to carry out an audit or a review of the accounts of Midland Marketing Company (UK) Limited. For this reason, we have not verified the accuracy or completeness of the accounting records or information and explanations you have given to us and we do not, therefore, express any opinion on the statutory accounts.



Linton Park Administrative Services Limited T/A AIMS
4 Hewston Croft
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WS12 1PB
31 March 2012

Midland Marketing Company (UK) Limited

(Registration number: 05734021)

Abbreviated Balance Sheet at 31 July 2011

	Note	2011 £	2010 £
Fixed assets			
Intangible fixed assets		42,561	45,398
Tangible fixed assets		<u>598</u>	<u>1,254</u>
		<u>43,159</u>	<u>46,652</u>
Current assets			
Debtors	3	38,592	31,508
Cash at bank and in hand		<u>5,241</u>	<u>5,856</u>
		43,833	37,364
Creditors Amounts falling due within one year	4	<u>(51,717)</u>	<u>(50,184)</u>
Net current liabilities		<u>(7,884)</u>	<u>(12,820)</u>
Total assets less current liabilities		35,275	33,832
Creditors Amounts falling due after more than one year	4	(12,413)	(14,250)
Provisions for liabilities		<u>(191)</u>	<u>(224)</u>
Net assets		<u><u>22,671</u></u>	<u><u>19,358</u></u>
Capital and reserves			
Called up share capital	5	100	100
Profit and loss account		<u>22,571</u>	<u>19,258</u>
Shareholders' funds		<u><u>22,671</u></u>	<u><u>19,358</u></u>

The notes on pages 4 to 6 form an integral part of these financial statements

Midland Marketing Company (UK) Limited
(Registration number: 05734021)
Abbreviated Balance Sheet at 31 July 2011

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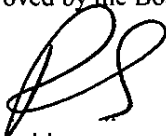
For the year ending 31 July 2011 the company was entitled to exemption under section 477 of the Companies Act 2006 relating to small companies

The members have not required the company to obtain an audit in accordance with section 476 of the Companies Act 2006

The directors acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of accounts

These accounts have been prepared in accordance with the provisions applicable to companies subject to the small companies regime and in accordance with the Financial Reporting Standard for Smaller Entities (effective 2008)

Approved by the Board on 31 March 2012 and signed on its behalf by



PJ Gamble
Director

Midland Marketing Company (UK) Limited
Notes to the Abbreviated Accounts for the Year Ended 31 July 2011

1 Accounting policies

Basis of preparation

The full financial statements, from which these abbreviated accounts have been extracted, have been prepared under the historical cost convention and in accordance with the Financial Reporting Standard for Smaller Entities (effective April 2008)

Turnover

Turnover represents amounts chargeable, net of value added tax, in respect of the sale of goods and services to customers

Goodwill

Positive goodwill is capitalised, classified as an asset on the balance sheet and amortised on a straight line basis over its useful economic life. It is reviewed for impairment at the end of the first full financial year following the acquisition and in other periods if events or changes in circumstances indicate that the carrying value may not be recoverable

Amortisation

Amortisation is provided on intangible fixed assets so as to write off the cost, less any estimated residual value, over their expected useful economic life

Asset class	Amortisation method and rate
Goodwill	10% straight line basis

Depreciation

Depreciation is provided on tangible fixed assets so as to write off the cost or valuation, less any estimated residual value, over their expected useful economic life as follows

Asset class	Depreciation method and rate
Office equipment	33 33% straight line basis
Fixtures and fittings	25% straight line basis

Deferred tax

Deferred tax is recognised, without discounting, in respect of all timing differences between the treatment of certain items for taxation and accounting purposes, which have arisen but not reversed by the balance sheet date, except as required by the FRSSE

Deferred tax is measured at the rates that are expected to apply in the periods when the timing differences are expected to reverse, based on the tax rates and law enacted at the balance sheet date

Hire purchase and leasing

Rentals payable under operating leases are charged in the profit and loss account on a straight line basis over the lease term

Midland Marketing Company (UK) Limited

Notes to the Abbreviated Accounts for the Year Ended 31 July 2011

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Financial instruments

Financial instruments are classified and accounted for, according to the substance of the contractual arrangement, as financial assets, financial liabilities or equity instruments. An equity instrument is any contract that evidences a residual interest in the assets of the company after deducting all of its liabilities. Where shares are issued, any component that creates a financial liability of the company is presented as a liability in the balance sheet. The corresponding dividends relating to the liability component are charged as interest expense in the profit and loss account.

2 Fixed assets

	Intangible assets £	Tangible assets £	Total £
Cost			
At 1 August 2010	56,747	10,442	67,189
At 31 July 2011	56,747	10,442	67,189
Depreciation			
At 1 August 2010	11,349	9,188	20,537
Charge for the year	2,837	656	3,493
At 31 July 2011	14,186	9,844	24,030
Net book value			
At 31 July 2011	42,561	598	43,159
At 31 July 2010	45,398	1,254	46,652

Midland Marketing Company (UK) Limited
Notes to the Abbreviated Accounts for the Year Ended 31 July 2011

..... *continued*

3 Debtors

Debtors includes £nil (2010 - £nil) receivable after more than one year

4 Creditors

Creditors includes the following liabilities, on which security has been given by the company

	2011 £	2010 £
Amounts falling due within one year	4,259	4,259
Amounts falling due after more than one year	<u>8,153</u>	<u>9,991</u>
Total secured creditors	<u><u>12,413</u></u>	<u><u>14,250</u></u>

5 Share capital

Allotted, called up and fully paid shares

	2011	2010
	No. £	No. £
Ordinary of £1 each	<u>100 100</u>	<u>100 100</u>

6 Related party transactions

Directors' advances and credits

	2011 Advance/ Credit £	2011 Repaid £	2010 Advance/ Credit £	2010 Repaid £
PJ Gamble				
Directors Loan Account	<u>(27,467)</u>	<u>-</u>	<u>(35,072)</u>	<u>-</u>